

Home Furnishings Calendar 1948

JANUARY

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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday December 2 3:30 P.M.- 6:00 P.M. Cocktails	COCKTAIL PARTY AT NEW SHOWROOM <u>PLEASE NOTE CORRECTED ADDRESS.</u> A reception will be held for the trade and press at the Mallinson Drapery & Upholstery Fabrics' new showroom. A cocktail party will mark the official opening. Larger quarters have been acquired for showing this line. These will enable the company to continue its services to the trade on a more extensive scale. Harold A. Dessar, general sales manager of Mallinson, will be in charge of the new showroom. By invitation only. Publicity: Hilda Kassell, PL. 9-2917.	MALLINSON DRAPERY & UPHOLSTERY FABRICS	261 FIFTH AVENUE SUITE 711
Thursday December 2- December 3	HOME SERVICE CONFERENCE The heat pump, adequate wiring, "kitchenizing", salesmanship and the problems of home service will be discussed at this conference which will be attended by home service personnel, supervisors from other states and home economists from several appliance manufacturers. Contact: Georgia Power Co., Atlanta, Georgia.	GEORGIA POWER CO.	ATLANTA BILTMORE
Thursday December 2 Going On	NEW IMPORTS A group of imports from England, France and Ireland has just gone on exhibition. It includes antique furniture, porcelain, crystal, silver, decorative accessories and gifts. Publicity: Louise Langdon, PL. 3-7300.	BERGDORF-GOODMAN	5TH AVE. & 58TH ST.
Thursday December 2 Going On	UNUSUAL XMAS GIFTS Small unusual gifts ranging in price from 75¢ to \$3 are now on display. These are all handmade items such as ceramic sandwich markers, copper match covers, candle snuffers, parchment bookmarks and so on. Also at this shop are ashtrays and cigarette boxes in copper and enamel or silver and enamel which carry out the motif of the customer's wallpaper or drapery fabric. These may be ordered by mail if samples of material are sent. Publicity: M. B. Goldfarb, PL. 5-6439.	HANDMADE BY HILARY	436 EAST 86TH ST.
Thursday December 2 Just out	NEW PLASTIC RUFFLING As companions to chintz Shir-Trims, the Home Curtain Corporation has just put on the market plastic Shir-Times with pinked edges in four decorator colors. Publ.: Genevieve Smith, Reiss Advertising, PL. 7-8030.	HOME CURTAIN CORP.	295 FIFTH AVENUE
Friday December 3 Going On	DISPLAY OF TOLE; CERAMICS DEKOR Hand-decorated Maxey Provincials, a line of tole ware in Pennsylvania Dutch, Colonial and Provincial motifs, will go on display together with new ceramics from Belgium and France. Publicity: M.B. Goldfarb, PL. 5-6439		300 EAST 56TH ST.
Dec. 5-8	ANNUAL MEETING OF AMER. SOC. OF REFRIGERATING ENGINEERS, WASHINGTON, D.C.		
Dec. 5-10	NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES MARKET WEEK, HOTEL NEW YORKER.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, DECEMBER 6, 1948</u>			
Dec. 6	NEW YORK CURTAIN AND DRAPERY CLUB DINNER, COMMODORE HOTEL, NEW YORK, N.Y.		
Monday December 6 8:00 P.m.	CONFERENCE ON MARKET RESEARCH The future of market research, which is at present so much in the public mind, will be discussed at this conference. Richard H. Moulton, Dir. of Market Research, General Foods Corp., will discuss it from the user's viewpoint; Wroe Alderson, President, Alderson & Session, Inc., Phila., President, American Marketing Ass'n., will discuss it from the market researcher's viewpoint; Lester R. Frankel, Statistician, Dun & Bradstreet, Inc., will discuss it from the technician's viewpoint. No admission fees or other contributions. Open to the public. Publicity: Robert Rothstein, GR. 7-0900, Ext. 44.	THE CITY COLLEGE OF NEW YORK	AUDITORIUM 17 LEXINGTON AVENUE
Monday December 6- December 7	WARTIME CONTROLS TO BE DISCUSSED Furniture and lamp producers will meet with the National Security Resources Board on these dates in the first of a new series of M-Day consultations to discuss price, production, inventory, distribution, controls in case of a national emergency. Contact: N.S.R.B., Washington, D.C.	NATIONAL SECURITY RESOURCES BOARD	WASHINGTON DISTRICT OF COLUMBIA
Dec. 6-10	NEW YORK CURTAIN AND DRAPERY CLUB MARKET WEEK, NEW YORK CITY.		
Monday December 6 Going On	SHOWING OF NEW DRAPERY AND UPHOLSTERY LINE <u>PLEASE NOTE CORRECTED ADDRESS.</u> The new line of Mallinson Drapery & Upholstery Fabrics will be presented to the trade on this date and daily thereafter. Medium-priced quality fabrics, both new textures and vat-dyed screen prints, in traditional and contemporary patterns, to be used for draperies, upholstery, slipcovers and accessories, will be on view and will subsequently be available to the consumer at fine drapery and department stores throughout the country. Publ.: Hilda Kassell, PL. 9-2917.	MALLINSON DRAPERY & UPHOLSTERY FABRICS	261 FIFTH AVENUE SUITE 711
Tuesday December 7	ANNUAL DINNER AND AWARDS Immediately following its annual dinner, the Queens Chamber of Commerce awards for the best buildings erected throughout the borough will be made. Prizes will be given in 9 classifications. Contact: Simeon Heller, Chairman of awards committee, FL. 3-2505.	CHAMBER OF COMMERCE OF THE BOROUGH OF QUEENS	HOTEL COMMODORE
Tuesday December 7 Going On	NEW SHOWROOM TO OPEN A new showroom to house a permanent display of cast aluminum and wrought-iron furniture will open on this date. The general offices and factory will remain at 410 East 32nd Street. Contact: Otto Molla, MU. 9-3930.	MOLLA, INC.	171 MADISON AVENUE
Thursday December 9 10:00 A.M.- 12:00 Noon	BUFFET BREAKFAST AND SHOWING New glass furniture, designed and manufactured by I. Schwartz, will be shown to the press. The mirrored glass, combined with black lacquer wood, will be presented in new Modern, Chinese and traditional pieces. By invitation only. Publicity: Doris Herzig, Franklin Fisher & Associates, MU. 2-1983.	I. SCHWARTZ GLASS & MIRROR COMPANY	SHOWROOM 412 E. 59TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, DECEMBER 13, 1948</u>			
December 14-	70TH ANNUAL CONVENTION	U.S. POTTERS ASS'N.	HOTEL ASTOR
December 15	The U.S. Potters Association will hold its annual convention on these dates. Contact: W. A. Betz, East Liverpool, Ohio.		
Wednesday	ANNUAL SALES CONFERENCE	JAMES LEES & SONS CO.	295 FIFTH AVENUE
December 15-	The Eastern and Metropolitan carpet divisions will start a series of		
December 16	sales conferences with one in this city. Contact: Howard DeLong, MU. 4-5650.		
Friday	MONTHLY LUNCHEON	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
December 17	A visual survey of fashion in color and fabric will be presented by Gladys Miller; she will also tell how to use it in spring selling plans. The luncheon will be held in the Hendrik Hudson Room. Tickets, \$3.60 for members, \$3.85 for guests. Contact: Mrs. Josephine M. Brush, Exec. Sec'y., 155 East 96th St., New York 28, N.Y., TR. 6-1822.		
12:30 P.M.			
Saturday	TWENTY-FIRST ANNUAL	ADVERTISING WOMEN	SALVATION ARMY
December 18	CHRISTMAS PARTY	OF NEW YORK, INC.	297 TENTH AVENUE
8:00 P.M.	Members of Advertising Women of New York, Inc. are urged to make this party a success. Contact: Elsie E. Wilson, CI. 7-7760.		
<u>ADVANCE DATES AND NOTICES</u>			
December 25	CHRISTMAS DAY (Saturday)		
January 1	NEW YEAR'S DAY (Saturday)		
Saturday	NEW ADDRESS FOR	MERCHANDISE MART	NORTH BANK DRIVE
January 1	MERCHANDISE MART	OWNERS	CHICAGO, ILLINOIS
	Beginning on January 1, 1949, the official address of The Merchandise Mart will be changed from 222 North Bank Drive, Chicago 54, Illinois to Merchandise Mart Plaza, Chicago 54, Illinois.		
January 3	ANNUAL FURNITURE FORUM	G.R. FURN. EXP. ASS'N.	CIVIC AUDITORIUM
Evening	Speakers at the Furniture Forum will be A.E. Walsh of A.E. Walsh & Partners, industrial consultants, London, England; Earl Lifshy, managing director of Retailing Daily; Raymond Reed, vice president and merchandise manager of home furnishings, John Wanamaker's, Philadelphia. Mr. Walsh's speech is expected to deal with the design, origin and production of composite furniture, a new type of furniture developed in Britain since the war. There will be an exhibit of this furniture in the exhibitors building. Contact: L. R. Mattson, president, Furniture Exposition Ass'n., Grand Rapids, Michigan.		
Monday	SPECIAL SECTIONS	NEW YORK TIMES	TIMES SQUARE, N.Y.
January 3-	On Monday, January 3, the Times will publish the U.S. Business and		
January 4	Financial Review Section. On Tuesday, January 4, the Review and Forecast of International Trade and Industry will appear. The first is a complete and authoritative survey of the U.S. economy as it is and as it promises to be; the second, a comprehensive and expert survey of the world's economy as it is and as it is likely to develop. These sections will reach influential people all over the country. Contact: Monroe Green, Advertising Director New York Times, LA. 4-1000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 3-15	JANUARY FURNITURE MARKET, CHICAGO, ILLINOIS.		
January 3- January 15	NEW TENANTS IN MART Six manufacturers of major appliances will be exhibiting their lines in space they have retained in the American Furniture Mart. They are: Thor Corp.; Kalamazoo Stove & Furnace Co.; Landers, Frary & Clark; Holland Reiger division, Apex Electrical Mfg. Co.; One Minute Washer Co. and Electromaster, Inc. Contact: Col. Lawrence H. Whiting, president, American Furniture Mart, Chicago, Illinois.	AMERICAN FURNITURE MART	CHICAGO, ILLINOIS
Jan. 3-15	JANUARY FURNITURE MARKET, GRAND RAPIDS, MICHIGAN.		
Jan. 3-15	JANUARY CARPET MARKET, CHICAGO, ILLINOIS.		
Wednesday January 5 6:30 P.M.	PREVIEW OF 1949 CARPET FASHION OPENING On this date retailers will see a trade version of the new and dramatic consumer fashion presentation to be staged by the Carpet Institute, Inc. in New York late in February. This preview will be held at the Club's annual dinner. Publicity: Melva Chesrown, EL. 5-7651.	CHICAGO FLOOR COVERINGS CLUB	STEVENS HOTEL CHICAGO, ILLINOIS
January 5	ANNUAL MEETING GRAND RAPIDS FURN. EXP. ASS'N. PANTLIND HOTEL, GRAND RAPIDS.		
January 7	PRESS DAY, GRAND RAPIDS FURNITURE MARKET, GRAND RAPIDS, MICHIGAN.		
Monday January 10- January 14	N.R.D.G.A.'S 34TH ANNUAL CONVENTION "Democracy Works Here" is the theme of the annual convention. Daily sessions run from 9:30 A.M. to 5 P.M. Contact: Robert Mayer, CH. 4-8780.	NAT'L. RETAIL DRY GOODS ASSOCIATION	HOTEL STATLER (PENNSYLVANIA)
Monday January 10- January 14	NEW YORK LAMP SHOW The 25th semi-annual lamp show will be held on the second to eighth floors of the Hotel New Yorker on these dates. Contact: George F. Little Management, MU. 9-7147.	GEORGE F. LITTLE	HOTEL NEW YORKER
Wednesday January 12- January 14	FOURTH ANNUAL TECHNICAL SESSION Program Chairman for the meeting is Harold Freeman of American Cyanamid in New York; Leonard Meyer of Wester Products, Inc., Newark, Ohio is Chairman of the Exhibit Committee. An exhibit will be included in the program. Publicity: Langdon P. Williams, S.P.I., Inc., MU. 6-1490.	S.P.I., INC., REINFORCED PLASTICS DIVISION	EDGEWATER BEACH HOTEL, CHICAGO, ILL.
Thursday January 13- January 20	HOUSEWARES AND HOME APPLIANCE EXHIBIT The annual housewares and home appliance exhibit will be held in the two main halls of the auditorium and occupy about the same amount of space as last year's show. The banquet will be held on January 18. Contact: A. W. Buddenberg, ex. sec. N. H. M. A., Chicago, Illinois.	NAT'L. HOUSEWARES MFRS. ASSOCIATION	NAVY PIER CHICAGO, ILLINOIS
Jan. 17-22	FURNITURE MARKET, NEW YORK FURNITURE EXCHANGE, NEW YORK, N. Y.		
Jan. 17-22	JANUARY CARPET MARKET, NEW YORK, N. Y.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS</u>			
Thursday December 2- January 8	WORK OF GUSTAVE COURBET A loan exhibition of the work of Gustave Courbet opens today to the public under the patronage of H. E. the French Ambassador to the United States and Mme. Henri Bonnet for the benefit of the American Aid to France and the Goddard Neighborhood Center. Admission 60¢ including tax. Open daily from 10 A.M. to 5:30 P.M. except Sundays. Contact: Felix Wildenstein, RE. 4-3300.	WILDENSTEIN GALLERIES	19 EAST 64TH STREET
Thursday December 2- January 30	PHOTOGRAPHIC EXHIBIT The work of four photographers, all with entirely dissimilar approaches, will show the range and competence of this medium. They are: Harry Callahan of Chicago; Bill Brandt of England; Ted Croner and Lizette Model, both of New York. Hours: 12 to 7 weekdays; 1 to 7 Sundays. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Thursday December 2 Going On	CHRISTMAS EXHIBIT OF PAINTINGS AND SCULPTURE Various gifts made to the museum during the past year, supplemented by old masters borrowed from New York galleries, will be on display. A special feature will be the two wings of an altarpiece by the master of the Magdalen legend dating from about 1510-1520. Pieces of religious sculpture will also be shown. On Thursday, December 16, there will be a film program featuring three shorts dealing with Van Eyck's "Adoration of the Lamb", Memling and Ave Maria. Hours: 12 to 5:30 P.M. weekdays; 7 to 9:30 P.M. Wednesdays and Thursdays; 2 to 6 P.M. Sundays and holidays. Admission free. Closed December 25. Contact: Mildred Holzhauser, MI. 2-0011.	THE NEWARK MUSEUM	WASHINGTON PARK W. NEWARK, NEW JERSEY
Friday December 3 Going On	PRESS EXHIBIT: LITHOGRAPHS One hundred and fifty years of lithography, 1798 to 1948, is the subject of this exhibit. The prints to be shown are drawn from the Museum's collection. Hours: 10 A.M. to 5 P.M. Mondays through Saturdays; until 9 P.M. Wednesdays; 1 to 5 P.M. Sundays and holidays. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	FIFTH AVENUE AND 82ND STREET
Saturday December 4 3:00 P.M.	LECTURE: AMERICAN TEXTILES, 1948 A lecture on American Textiles, '48, with design demonstration, will be given by Ruth Reeves, textile designer. Publ.: Lillian Green, RH.4-7690.	RUTH REEVES, TEXTILE DESIGNER	METROPOLITAN MUSEUM 5TH AVE. & 82ND ST.
Dec. 6-25	PICTURES FOR CHRISTMAS, ASSOC. AM. ARTISTS GALLERIES, 711 FIFTH AVENUE.		
Monday December 6- December 27 10:00 A.M.- 6:00 P.M.	MODERN HOUSE EXHIBIT This exhibit, which has been on tour, is again to be shown in New York. It consists of four 1" scale models of individual parts of four houses and three models of entire houses. The houses were designed by Carl F. Brauer: Elder, Raymond and Breck; Reisner & Urbahn; Edward D. Stone, and show the integration of architecture, interior design, landscaping and the fine arts in the form of painting and sculpture. Contact: Bertha Schaefer, PL. 5-3331.	BERTHA SCHAEFER GALLERIES	32 EAST 57TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS (Continued)</u>			
Tuesday December 7 7:00 P.M.	ILLUSTRATED TALK ON ADIRONDACK WILDFLOWERS Some 150 color photographs of wildflowers growing in their native habitat will illustrate Mr. Gottscho's talk. All were taken in one general area but they show the wildflowers common to the Adirondacks as a whole. Publicity: Matthew A. Bassity, MA. 2-4433.	SAMUEL H. GOTTSCHO	B'KLYN BOT. GARDENS 1000 WASHINGTON AVE.
Wednesday December 15 2:30 P.M.	LECTURE ON SHRUBS WITH KODACHROMES A lecture on distinctive shrubs and a flower show will be held. Open to the public; admission free. Contact: Elizabeth Peterson, PL. 7-0915.	BEN BLACKBURN RUTGERS UNIVERSITY	THE ESSEX HOUSE COLONNADES BALLROOM
Saturday December 18 3:00 P.M.	LECTURE: CHRISTMAS ART AND MUSIC A lecture on Christmas art and music with recordings will be given by Beatrice Farwell. Publicity: Lillian Green, Rh. 4-7690.	BEATRICE FARWELL, INSTRUCTOR	METROPOLITAN MUSEUM 5TH AVE. & 82ND ST.
Monday December 20- January 24	EXHIBIT OF FABRICS AND EMBROIDERIES Eva Peri, artist in embroidery for decorative purposes, will exhibit her work at this time. This is her first show of this sort although her work is hung in several museums and she has executed designs for leading decorators. Contact: Andrew Seraphin, Art Alliance, Phila., Pa.	EVA PERI PHILA. ART ALLIANCE	251 SO. 18TH STREET PHILADELPHIA, PA.
Wednesday December 22- March 20	AMERICAN PAINTINGS A large and comprehensive exhibit of American paintings, ranging from recent primitives to the work of contemporaries. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publ.: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET

RADIO AND TELEVISION NEWS

Thursday December 2 1:00 P.M. 1:30 P.M.	GIFT WRAPPING ON TELEVISION Ruth Ann Baxter will be the guest on Dorothy Doan's program and will demonstrate new gift wrapping techniques, using everything from coffee grounds to sequins for novelty. Publicity: Helen Brattrud, PL. 5-2000.	"VANITY FAIR" CBS-TV	CBS-TV 15 VANDERBILT AVE.
Thursday December 2 2:30 P.M.- 2:45 P.M.	DRAPERY MAKING ON TELEVISION Instructions for making valances and swags will be completed by Alice Burrows on this program. Contact: Mr. Don Giesy, MU. 8-2600.	THE NEEDLE SHOP WABD	WABD DUMONT 515 MADISON AVENUE
Thursday December 4:15 P.M.- 4:30 P.M.	THE USE OF WALLPAPER How to use Tru-Grain wallpapers, a recently developed line of plastic-coated marbleized and wood-grain papers, will be the subject covered by David Morgan of the Ullman Co. on Grace King's decorating program. Publicity: Seymour Fogelson, ME. 5-5300.	SACKS QUALITY STORES	STATION WMCA
Thursday December 2 8:00 P.M.- 8:30 P.M.	FINE COOKING ON TELEVISION How to make "meat birds", known as "paupiettes" on French menus, will be the subject of Dione Lucas' cooking demonstration, followed by directions for a jelly roll. Publicity: Helen Brattrud, PL. 5-2000.	DIONE LUCAS CBS-TV	CBS-TV 15 VANDERBILT AVE.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>RADIO AND TELEVISION NEWS (Continued)</u>			
Thursday December 2 8:00 P.M.- 9:00 P.M.	FOOD WITH A COMEDY ANGLE, ON TELEVISION Al Schacht, in his capacity as a restaurant host, will prepare a salad. Among the ingredients are a wornout fielder's glove and three ounces of Diamond Dust liniment. Mr. Schacht says he is really going to throw this salad together. Publicity: Clint Bolton, MU. 2-1234.	GLORIA SWANSON HOUR WPIX	WPIX TELEVISION STA. 220 EAST 42ND ST.
Friday December 3 2:30 P.M.- 2:45 P.M.	HOW TO MAKE CORDING AND TURN SQUARE CORNERS Directions for making cording and a demonstration of turning a square corner will be the subject of Alice Burrows' program. Contact: Mr. Don Giesy, MU. 8-2600.	THE NEEDLE SHOP WABD	WABD DUMONT 515 MADISON AVENUE
Friday December 3 8:00 P.M.- 9:00 P.M.	NEW HOME FURNISHINGS ON THE MARKET Dorris Morrelle, Home Fashion Editor and Beauty Editor of the New York Journal American will be the guest of Grace King. She will discuss the new things now on the market. Publicity: Seymour Fogelson, ME. 5-5300.	SACHS QUALITY STORES	WMCA 1657 BROADWAY
Monday December 6 8:00 P.M.- 9:00 P.M.	COLOR TRENDS IN DECORATION Fred Rahr, head of the Rahr Color Clinic, will talk in the course of Grace King's decorating program about the colors that women are now using and the shifts they would like to make as brought out in his country wide survey. Publicity: Seymour Fogelson, ME. 5-5300.	SACHS QUALITY STORES	WMCA 1657 BROADWAY
Tuesday December 7 8:00 P.M.- 9:00 P.M.	DECORATING DISCUSSION Mr. Nathan Sachs, President of Sachs Quality Stores, and Mr. T. Hart Anderson of Anderson, Davis & Platte, will discuss a decorating subject of wide interest on Grace King's program. Publicity: Seymour Fogelson, ME. 5-5300.	SACHS QUALITY STORES	WMCA 1657 BROADWAY
Wednesday December 8 8:00 P.M.- 9:00 P.M.	MODERN FURNITURE DESIGN Jens Risom, furniture designer, will talk about modern furniture design as the guest of Grace King. Publicity: Seymour Fogelson, ME. 5-5300.	SACHS QUALITY STORES	WMCA 1657 BROADWAY

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THIRD OF A SERIES OF REPORTS ON GIVE-AWAY PROGRAMS "STOP THE MUSIC"

"Stop the Music", one of America's most popular and outstanding musical quiz shows, uses only top grade merchandise for jackpot awards. Such articles as sterling silver, fine crystal and china, quality furniture, pianos and so forth are given away on this show. Prizes start at \$1,500. Contact: Mrs. Bluma Goodson, PL. 9-3700.

Home Furnishings Calendar

Room 519 • 9 East 46th Street, New York 17, N. Y. • PLaza 9-2917

Board of Editors

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